

December 2010

Beer: The Market - US

In this report, the second part of a two-part report on beer, Mintel takes an in-depth, market-centric view of the market. The consumer-centric view is covered in Mintel's Beer: The Consumer—U.S., November 2010. The beer market faced numerous challenges in 2009, the recession being the key impediment to growth ...

Yogurt and Yogurt Drinks - US

The yogurt and yogurt drinks market is benefiting greatly as consumers pay greater attention to healthy eating. Sales have risen steadily over the past five years, and with U.S. per capita consumption still trailing that of Europe by a wide margin, it appears that prospects for continued growth are ...

The Private Label Food and Drink Consumer - US

Private label food and drink products have garnered more attention in the media, as well as the business community, in recent years in part because of the impressive growth across multiple categories. Consumers are buying private label food and drink products in greater numbers, typically because these products represent better ...

Made to Order Smoothies and Shakes - US

This report explores made to order smoothies and shakes by foodservice operators. Mintel focuses its exclusive consumer research on the smoothie segment given its relative infancy in the beverage market and substantial growth potential considering the increasing number of players becoming active in this genre. The crux of these findings ...

November 2010

Beer: The Consumer - US

In this report, part one of a two-part report on US beer, Mintel takes an in-depth consumer-centric view of the market. The market-centric view is covered in Mintel's Beer: The Market—U.S., December 2010. This report provides brewers and marketers with a glimpse into not only the consumption trends, but ...

Wine - US

This report builds on the analysis presented in Mintel's Wine—U.S., October 2009, and previous editions published in October 2008, February 2007, January 2006, June 2003 and August 2001. The report also builds on the analysis presented in Mintel's *Champagne and Sparkling Wine—U.S. July 2006* and the previous edition in ...

October 2010

Spirits: The Market - US

In this report, the second part of a two-part report on spirits, Mintel takes an in-depth market-centric view of the market. The consumer-centric view is covered in Mintel's Spirits: The Consumer—U.S., August 2010.

September 2010

Coffee - US

Sustainable Food and Drink - US

The incidence and frequency of coffee use in the U.S. has remained very steady in recent years, which has contributed to relatively stable, moderate market growth. Indeed, while sales in many categories declined between 2008 and 2010—as millions of Americans sought ways save money in the face of recessionary ...

The sustainable food and drink market in many ways is still in its infancy. As a food movement that began decades ago simply to offer a small segment of consumers all natural and organic products, it has now developed into a multi-billion dollar platform that crosses many industries beyond agriculture.

Spirits: The Consumer - US

In this two-part report on spirits, Mintel takes an in-depth consumer-centric view of the market. The market-centric view is covered in Mintel's Spirits: The Market—U.S., September 2010. This report provides spirit makers and marketers a glimpse into not only the consumption trends, but also consumer behavior and attitudes toward ...

August 2010

Carbonated Beverages - US

Overall, sales growth of carbonated soft drinks (CSDs) has been generally stagnant in recent years due to rising demand for bottled water, functional beverages (including energy drinks) and some better-for-you (BFY) alternatives. However, a few brands have reported impressive growth in the last year due in part to new distribution ...

July 2010

Energy Drinks and Shots - US

This report focuses on the energy drinks and shots market. While energy drinks have enjoyed significant popularity since their inception during the late 1990s, category growth appears to have cooled off during 2007-09. The current economic upheaval has negatively influenced the category, and a lack of universal appeal for energy ...

June 2010

Alcohol Consumption at Home - US

With total US sales of nearly \$80 billion in 2009, the market for alcoholic beverages for off-premise consumption has experienced tapering growth—up a

Tea and RTD Teas - US

This report explores the tea and ready-to-drink (RTD) tea market. While 77% market penetration for regular (loose/bag) tea among US households (HHs) indicates maturity, the low 45% for RTD iced tea suggests

minimal 1.2% from 2008-09. In this report, Mintel presents sales trends of the alcoholic beverage market, as well as by type of alcohol to provide context ...

The Influence of Labels on Consumer Choice - US

The proportion of the population watching their diet has risen dramatically in recent years. At present, about half of American adults are watching their diet in an effort to limit calories and avoid potentially harmful ingredients. Along with the increased interest in health and wellness has come a rise in ...

continued opportunities to expand sales. As with other products in the food and beverage industry— value perceptions ...

Functional Beverages - US

The functional beverages market showed impressive gains during 2004-07 but, like many other categories, sales fell in response to recessionary pressures. Companies developed a variety of new products in 2008 and 2009, yet many consumers preferred brand familiarity and a value proposition during the recession. Given the fact that many ...

Baby Food and Drink - US

One of the primary responsibilities of parents is providing the proper nutrition during the first crucial years of their children's development. The overwhelming majority of parents look to baby food manufacturers to provide the right types of foods for their developing babies. This creates the opportunity to develop stronger ...

May 2010

Non-alcoholic Beverages: The Market - US

This report focuses on seven major segments within the non-alcoholic beverage market: milk, carbonated soft drinks, fruit and vegetable juice/drinks, bottled water, energy drinks and shots, sports drinks, coffee, and tea. Besides presenting sales data on a segment-by-segment basis, the report considers a range of topics, including the following:

Milk - US

Few other consumer packaged goods products are as popular and versatile as milk. Consumers of all ages drink milk in part because there is a variety for just about everyone, including non-dairy products for those who are lactose intolerant or have milk allergies. Despite its overall popularity, the milk industry ...

Alcoholic Beverage Trends at Bars and Restaurants - US

The restaurant recession continues, and when patrons do venture out of the house to drink they are drinking less. This has spawned pricing incentives from restaurants and bar operators alike in an effort to get customers in the door. However, while price promotions have been the most frequently used strategy ...

March 2010

Consumer Attitudes Toward Natural and Organic Food and Beverage - US

While many sectors of the economy have been negatively impacted by the economic downturn, the natural/organic sectors of the food and beverage business (NOFB) have proven to be quite resilient. Most segments of the NOFB industry continued to experience growth throughout the economic downturn because many users have integrated ...

Fruit Juice and Juice Drinks: The Market - US

In this two-part report on fruit juice and juice drinks, Mintel explores the fruit juice and juice drinks market with an in-depth look into market sales, segment performance, and brand performances among other market-centric factors. The consumer-centric view is covered in Mintel's Fruit Juice and Juice Drinks: The Consumer—U.S. ...

February 2010

Beverage Packaging Trends - US

During these tough economic times, it's especially important to develop packaging that serves to maximize appeal among frugal and fickle consumers. It's also evident that some companies have made substantial changes to their packaging approach in recent years that can give them a competitive advantage. Therefore, an analysis of packaging ...

Non-alcoholic Beverages: The Consumer - US

In this portion of a two-part report on non-alcoholic beverages, Mintel takes an in-depth view of the consumer. The market-centric view is covered in Mintel's Non-alcoholic Beverages: The Market - US - April 2010. This report allows non-alcoholic beverage (NAB) producers and marketers a glimpse into consumption trends, as well as consumer ...

Fruit Juice and Juice Drinks: The Consumer - US

In this two-part report on fruit juice and juice drinks, Mintel takes an in-depth consumer-centric view of the market. The market-centric view is covered in Mintel's Fruit Juice and Juice Drinks: The Market—U.S., February 2010. This report allows fruit juice/juice drinks manufacturers and marketers to get a glimpse ...